ABSTRACT OF THE DISCLOSURE

A process for the production of special effect base coat/clear coat two-layer coatings on substrates by application of a special effect base coat layer of a liquid special effect base coat onto the substrate in one or more successive spray passes, optional drying or curing of the special effect base coat layer, followed by application of a clear coat layer and curing of the clear coat layer, wherein, at least in the final spray pass, application of the special effect base coat proceeds by electrostatically-assisted high-speed rotary application using at least one high-speed rotary coating device comprising a high-speed rotary bell, wherein an electrode ring is rotatably positioned around the high-speed rotary bell and used for external electrostatic charging of the effect base coat spray mist and performs rotational movements about the common axis of rotation with the high-speed rotary bell.